

I. INTRODUCTION

Plan Background
Vision and Plan Objectives
Project Area
Planning Process



I. Introduction

PLAN BACKGROUND

Georgia Avenue is an historic gateway corridor and federal highway linking many neighborhoods to the Downtown and the city as a whole to other parts of the metropolitan region. The study area encompasses forty city blocks, from Decatur Street in Ward 4 to Euclid Street in Ward 1, and comprises the neighborhoods of Petworth, Park View, North Columbia Heights, and Pleasant Plains.

In June 2000, Mayor Anthony Williams announced the Georgia Avenue Revitalization Initiative, a \$111 million five-year public investment to help strengthen and stabilize the corridor. Through specific interventions, the goal of the Initiative is to transform Georgia Avenue into a series of distinct places or neighborhood activity centers. The initiative identifies four neighborhood activity centers around which both public and private investments will be concentrated:

- Shaw-Howard University Metro and Cultural District
- Howard University District
- Georgia/Petworth Metro District
- Upper Georgia Avenue Gateway

Within the Georgia/Petworth Metro District, it was proposed that a Government Center—a new Department of Motor Vehicles (DMV)—be located on the District-owned site adjacent to the Metro Station. The goal of the Government Centers Initiative is to relocate government office uses in under-invested neighborhoods to help stabilize the area and create a focus for employment and economic development, thereby signaling private investors that the area is on the upswing.

Many community concerns were raised about the impact of the proposed Government Center on the surrounding neighborhood and the quality of life for its residents. Also during this time, the DC Office of Planning facilitated a neighborhood planning process which led to the completion of the Strategic Neighborhood Action Plan (SNAP) for Neighborhood Cluster 18 in October 2001. Citizens who participated in this process identified the revitalization of Georgia Avenue as a top priority. In addition to storefront improvements, beautification, marketing and small business assistance/development, residents and stakeholders called for strategies to increase parking, limit amount of alcohol establishments, and increase safety.

In Spring 2002, the D.C. Office of Property Management completed its due diligence on the Metro Station site and determined that the DMV building would not locate on the site. Additionally, with the upturn in economic conditions, the District received unsolicited development proposals for the site.

In August 2002, the Office of the Deputy Mayor for Planning and Economic Development and the Office of Planning issued a Request for Expressions of Interest (RFEI) for the Metro Station site to assess private sector interest. The District received five Expressions of Interest from developers, which confirmed that there was new development potential for the site.

Along with the RFEI process, the District decided to initiate a community planning process to engage residents and stakeholders and craft a development program for the site, as well as confirm community priorities throughout the corridor. The community planning process for the Georgia Avenue-Petworth Metro Station Area & Corridor Plan commenced in February 2003.

I. Introduction

VISION AND PLAN OBJECTIVES

The Georgia Avenue-Petworth Metro Station Area & Corridor Plan provides a framework to guide growth and development on Georgia Avenue while preserving and enhancing the quality of life in the community. The Plan has been prepared to help reestablish and promote Georgia Avenue as an attractive corridor offering a unique location to live, work, shop, and enjoy civic spaces and cultural settings. To ensure that neighborhood and city-wide concerns are balanced, the Plan is designed to:

- Leverage the public investment of the Georgia Avenue-Petworth Metro Station and employ Transit-Oriented Development (TOD) principles
- Balance growth and development by identifying and guiding opportunities for redevelopment
- Identify strategies to encourage a better mix of uses, including quality neighborhood-serving retail and housing
- Maintain and enhance neighborhood character
- Prioritize when and where public investment should occur

No neighborhood plan is cast in stone. To be successful, a plan must provide an overall vision while remaining flexible and responsive to unforeseen opportunities and changes in circumstances that may arise while the plan is carried out. For the Georgia Avenue vision to be realized, continued involvement from all stakeholders – residents, businesses, property owners, institutions, private investors, elected officials, and government agencies is imperative.



Princeton Place Row Houses



Mixed Use Retail/Residential



Pedestrian Friendly Environment

Balancing Priorities:

City-wide Objectives:

- Leveraging Assets: Transit-Oriented Development (TOD)
- Investing in Strategic Areas: Strategic Neighborhood Investment Program (SNIP)
- Eliminating Blight: Home Again Initiative
- Enhancing Neighborhood Business Districts: reSTORE DC Program
- Generating Quality, Affordable Housing: Addressing housing shortages and creating homes for people of all incomes

Neighborhood Objectives:

- Attract quality retail that serves neighborhood needs
- Strengthen existing businesses
- Provide opportunities for quality, affordable housing and increase homeownership
- Provide opportunities for job training
- Improve neighborhood parking, traffic, and transit conditions and services
- Maintain and enhance neighborhood character



I. Introduction

PROJECT AREA

The project area includes all properties fronting Georgia Avenue, from Decatur Street in Ward 4 to Euclid Street in Ward 1; and encompasses approximately 40 blocks. Phase I of the project area focused primarily at the Georgia Avenue-Petworth Metro Station site. Phase II focused on the area from Decatur to Euclid Street. To better analyze the 1.6-mile study area, the corridor was broken down into 4 neighborhood areas, with a focus on the Metro Station as the neighborhood nexus. The 4 neighborhood areas are defined as follows:

1. Upshur (Decatur Street to Shepherd Street)
2. Petworth-Metro (Shepherd Street to Otis Place)
3. Park View/Park Morton (Otis Place to Irving Street)
4. Pleasant Plains (Irving Street to Euclid Street)

Each of these neighborhood areas have distinct needs that are considered in shaping the vision throughout the Georgia Avenue Corridor, while also strengthening a community linked by transit. Moreover, every neighborhood has a personality that can be enhanced by the development around the Metro station, as well as strengthened to create a place that invites one to live there, socialize, shop, work, and interact.

For that reason it was important to build from the many community assets. These assets include a variety of neighborhood groups which contribute to creating an active community. These groups also keep the community connected, ensuring that the community's interests are met. There are also other strong resources within the community, such as a range of public facilities. Within the study area, there are five public schools, three recreation centers and a library.

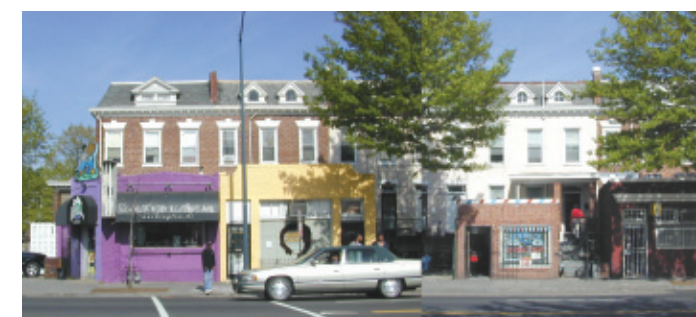
This revitalization strategy is a neighborhood development plan that designates an area for redevelopment in accordance with Section 2 of the National Capital Revitalization Corporation Act of 1998 as codified in Section 2 1219.01(29A) of the District of Columbia Code.



4700 Block Georgia Avenue, East



3700 Block Georgia Avenue, East



3200 Block Georgia Avenue, East



2800 Block Georgia Avenue, East



Georgia Avenue Study Area

I. Introduction

PLANNING PROCESS



Group discussion at public design charette

The Georgia Avenue-Petworth Metro Station Area and Corridor Plan is a collaborative effort between the District of Columbia government, area citizens and businesses, neighborhood stakeholders, and a consultant planning and design team.

To facilitate direct citizen involvement in the planning process, a **Steering Committee** was established at the beginning of the planning process. The Steering Committee, comprised of 26 neighborhood organizations throughout the study area, was responsible for disseminating information throughout the community, gathering and conveying neighborhood issues and reactions to the plan proposals, as well as guiding the overall plan development.

The Plan partners began their work together with the convening of the Steering Committee in February 2003, and the planning process continued over a 16-month period with numerous community meetings, workshops, and briefings as described in the two phases below.

Phase I: Request for Proposals (RFP) for the Georgia Avenue-Petworth Metro Station Site

Phase I of the planning process focused on drafting a Request for Proposals (RFP) for the District-owned site located adjacent to the Georgia Avenue-Petworth Metro Station. After a series of work sessions, the Steering Committee completed the draft RFP on April 22, 2003. Mayor Anthony A. Williams transmitted the RFP to the Council of the District Columbia on May 20, 2003. After conducting a Public Roundtable and a Public Hearing, the Council approved the RFP in July 2003.

The Office of the Deputy Mayor for Planning and Economic Development issued the RFP on August 1, 2003. Developer responses were due on October 31, 2003, and on November 24, 2003, three developer teams presented their proposals at a public meeting. After the examination and recommendation by the Selection Panel, on which a non-voting member of the community served, Mayor Williams announced the selection of Donatelli & Klein as the developer for the site on February 6, 2004.

Phase II: Revitalization Strategy for the Corridor

Phase II of the planning process, which focused on developing a revitalization strategy for the corridor (from Decatur Street to Euclid Street), commenced with the Community Charrette on May 30-June 1, 2003. Phase II resulted in the Georgia Avenue Revitalization Action Plan,

included in this document. During this time the Steering Committee established a standing monthly meeting on the first Tuesday of each month. Throughout Phase II, several community meetings were conducted to allow for public input at each major decision point in the plan development, as described below:

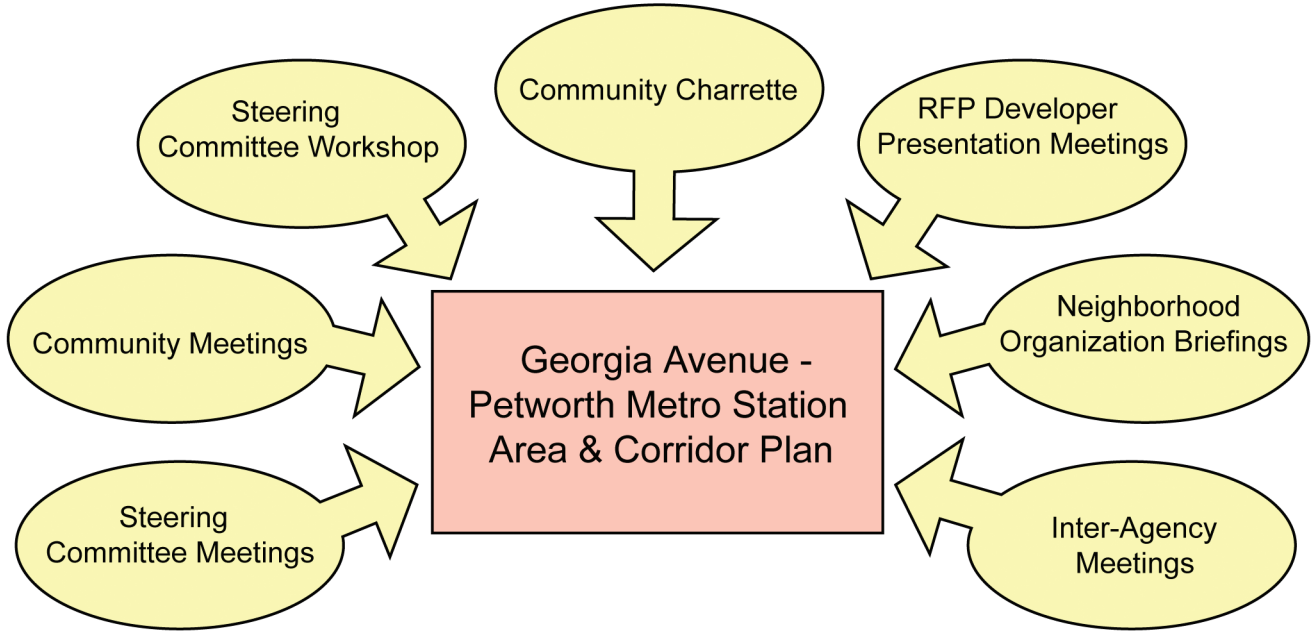
- **Three-Day Community Charrette:** May 30-June 1, 2003. Participants shared their thoughts on issues and established the Plan's goals, design principles, and proposed recommendations/implementation strategies.
- **Ward 1 Community Meeting:** October 14, 2003. Opportunity for Ward 1 residents to learn more about the planning process and review revitalization components.
- **Steering Committee Workshop:** December 15, 2003. Participants reviewed specific issues and corresponding proposed action items for the corridor on a block-by-block basis.
- **Series of Neighborhood Organization Briefings:** January to March, 2004. Office of Planning staff provided briefings to 11 neighborhood organizations to obtain final public input on plan issues and proposed recommendations. This round of final outreach also included a meeting with the Georgia Avenue property owners impacted by the Plan's land use and zoning proposals.
- **Inter-Agency Meetings:** Throughout the entire process, the Office Planning met with several District agencies to coordinate and review proposed agency actions and obtain agency commitments prior to preparation of the final Plan document. Meetings were held with the following agencies:
 - Office of the Deputy Mayor for Planning & Economic Development
 - D.C. Housing Authority
 - D.C. Housing Finance Agency
 - D.C. Public Library
 - D.C. Public Schools
 - District Department of Transportation

- Department of Housing & Community Development
- Department of Parks & Recreation
- National Capital Revitalization Corporation

In February 2004, the Office of Planning presented the key issues and proposed recommendations at a Housing Cluster meeting hosted by the Deputy Mayor for Planning and Economic Development, where several agency directors attended. Following the Housing Cluster meeting, Council Member Adrian Fenty and Council Member Jim Graham coordinated an Inter-Agency Meeting with the Office of Planning and obtained commitments to ensure plan implementation.

I. Introduction

PLANNING PROCESS



A Community Partnership
of Residents, Businesses, Property Owners,
Neighborhood Stakeholders,
Elected Officials, Government Agencies,
Consultant Team

Steering Committee Membership:

1. Office of Councilmember Adrian Fenty
2. Office of Councilmember Jim Graham
3. ANC 1A
4. ANC 1B
5. ANC 4C
6. Assembly of Petworth
7. Blacks in Government
8. Georgia Avenue Business Resource Center
9. Georgia Avenue/Rock Creek East Family Support Collaborative
10. Hands Together Neighborhood Club
11. Howard University Community Association
12. Lower Georgia Avenue Business Association
13. Luray Warder Block Association
14. Lutheran Social Services of National Capital Area
15. Nile Valley Business Association
16. North Columbia Heights Civic Association
17. Northwest Boundary Civic Association
18. Petworth Action Committee
19. Petworth Neighborhood Civic Association
20. Pleasant Plains Civic Association
21. Quincy, Randolph, Spring Block Association
22. United Neighborhood Coalition
23. UNTS (Upshur, New Hampshire, Taylor, Shepherd)
24. Up the Unity
25. Ward 1 Economic Development Corporation
26. Ward 4 Economic Development Task Force

D.C. Office of Planning

Consultant Team:

Ehrenkrantz Eckstut & Kuhn Architects

Bay Area Economics

Gorove Slade Associates

Justice & Sustainability Associates, LLC